



# SEO CASE STUDY

## ITW SHAKEPROOF INDUSTRIAL

Campaign Type: National Campaign

Campaign Launch Month: March 2020

### SEO APPROACH

- ✓ We identified how potential customers were searching through extensive keyword research.
- ✓ We designed and implemented an SEO campaign that included on-page and off-page optimization around their targeted keyword terms.

### KEYWORDS RANKING

- MAR 20** **0 Targeted keywords**  
Ranked on the first page of search engines
- JAN 22** **15 Targeted keywords**  
Now rank on the first page of search engines

Google My Business ● June 2021 ● June 2022

